



FOR IMMEDIATE RELEASE

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Luby's Announces "Whole Lotta Pie" Promotion

This Memorial Day, enjoy Luby's homemade pies for only \$7.99

HOUSTON, TX – May 23, 2011 – Luby's, Inc. (NYSE: LUB) today announced that this Memorial Day weekend it will offer its delicious made-from-scratch pies for a discounted price. Luby's Chocolate Ice Box, Lemon Ice Box, Apple, Cherry, Coconut Meringue, Lemon Meringue, Famous Pecan and Buttermilk Chess pies will be priced at just \$7.99 each. All eight pies serve six to eight people and are the creation of Luby's own pastry chefs, prepared with the highest quality ingredients and baked fresh daily for the genuine homemade taste that makes its desserts famous.

Back by popular demand due to its success over four previous holiday weekends—Labor Day, Halloween, New Year's and Valentine's Day—guests are asked to pre-order their pies by Thursday, May 26 either online at www.lubys.com or at their local Luby's. Pick-up is available all Memorial Day weekend May 27-30 during normal business hours.

"Luby's is pleased to offer our most popular pies at the unprecedented low price of \$7.99 for our guests to enjoy this Memorial Day weekend," said Chris Pappas, CEO of Luby's. "Whether you are planning an outdoor barbecue, a small gathering or just want to treat your family to a homemade pie, Luby's 'Whole Lotta Pie' offer makes it very easy and affordable."

For additional information and to place an order, please visit www.lubys.com.

About Luby's

Luby's, Inc. operates restaurants under the brands Luby's, Fuddruckers and Koo Koo Roo. Its 96 Luby's restaurants are located in Austin, Dallas, Houston, San Antonio, the Rio Grande Valley and other locations throughout Texas, Oklahoma and Arkansas. Its Fuddruckers restaurants include 56 company-operated locations and 129 franchises across the United States and in various countries. Koo Koo Roo Chicken Bistro serves fresh, better for you chicken, sandwiches, tossed salads, vegetables and soups in three locations throughout Southern California. Luby's Culinary Services provides food service management to 19 sites consisting of healthcare, higher education and corporate dining locations.

For more information about Luby's, visit the Company's website at www.lubys.com. Follow Luby's at www.facebook.com/Lubys and a www.twitter.com/lubys.

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